



Buy Detail Report

Revision #:

Date: 7/9/2012

Client: Ben McAdams for Salt Lake County Mayor

Estimate: 318

Vendor: KSTU-TV

Send Billing To: Love Communications

Media: TV

Description: Ben McAdams TV

5020 West Amelia Earhart Dr.

546 S. 200 W

Product: Mayor

Flight Start Date: 9/17/2012 05:00 AM

Salt Lake City, UT 84116

Market: Salt Lake City-Ogden

Flight End Date: 11/4/2012 04:59 AM

Salt Lake City, UT 84101

Primary Demo: Adults 25-64

Separation between spots: 30

E-Mail: jeff.bruderer@fox13now.com

Phone: 801-519-8880

Buyer: Amanda Chew

Phone: 801-536-1305 801-856-1611 C

Fax: 801-519-8884

Fax: 801-536-1334

Line No	Daypart Program	STN Gross	STN Net	Dur	Wks	9/17	9/24	10/1	10/15	10/22	10/29	Total Spots	Adults 25-64	Rtg/CPP
KSTU-TV														
1	MTuWThF 5:30a-6:00a Fox 13 Good Day Utah 5:30am	\$125.00	\$106.25	30	2	2	2	2	2	2	2	12	1.5	\$83.33
2	MTuWThF 6:00a-7:00a Fox 13 Good Day Utah 6am	\$300.00	\$255.00	30	1	1	1	1	1	1	1	6	2.0	\$70.83
3	MTuWThF 6:00a-7:00a Fox 13 Good Day Utah 6am	\$150.00	\$127.50	15	2	2	2	2	2	2	2	12	2.0	\$127.50
4	MTuWThF 7:00a-8:00a Fox 13 Good Day Utah 7am	\$300.00	\$255.00	30	1	1	1	1	1	1	1	6	1.5	\$63.75
5	MTuWThF 7:00a-8:00a Fox 13 Good Day Utah 7am	\$150.00	\$127.50	15	2	2	2	2	2	2	2	12	1.5	\$170.00
6	MTuWThF 8:00a-9:00a Fox 13 Good Day Utah 8am	\$150.00	\$127.50	15	1	1	1	1	1	1	1	6	1.5	\$85.00
7	MTuWThF 5:30p-6:00p Fox News at 530P	\$300.00	\$255.00	30	1	1	1	1	1	1	1	6	1.5	\$200.00
8	MTuWThF 5:30p-6:00p Fox News at 530P	\$150.00	\$127.50	15	1	1	1	1	1	1	1	6	1.5	\$170.00
9	MTuWTh 9:00p-10:00p Fox News at Nine	\$500.00	\$425.00	15	2	2	2	2	2	2	2	12	3.5	\$85.00
10	Tu 7:00p-8:00p	\$2,500.00	\$2,125.00	30	1	1	0	0	1	1	0	3	6.5	\$121.43



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KSTU-TV

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11 Sa 7:00a- 9:00a \$125.00 \$106.25 15 1 1 1 1 1 1

Good Day Utah Weekend Edition - Saturday

6 \$384.62 \$326.92 2.0 \$62.50

12 Su 7:00a- 9:00a \$125.00 \$106.25 15 1 1 1 1 1 1

Good Day Utah Weekend Edition - Sunday

6 \$53.13 2.0 \$62.50

13 Su 9:00p-10:00p \$500.00 \$425.00 15 1 1 1 1 1 1

Fox News at Nine

6 \$53.13 3.0 \$166.67

Total Spots: 17 17 16 16 17 16
Total GRP/GIMP(MII): 38.5 38.5 32.0 32.0 38.5 32.0
Total CPP/CPPM:

Total Cost: \$30,300.00 \$25,755.00

99

211.5 \$143.26 \$121.77

Disclaimer: